ABSTRACT OF THE DISCLOSURE

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A transfer sheet 7 separated from a support member is held and the recording position of the transfer sheet 7 thus held is detected, and the separated transfer sheet 7 is returned and superposed on the recording surface of a support member 23 which is then delivered in. Based on the result of the detection of the recording position, the returning position of the transfer sheet 7 is changed or image data to be recorded are changed, thereby carrying out a recording operation over the support member 23 by using an unrecorded section present between the recorded stripes of the transfer sheet. For example, the transfer sheet 7 is returned to almost the same position as that set before the separation and the recording position 5 is shifted at an arrangement pitch of a stripe corresponding to 1 to 1.5 pitches to carry out the recording operation. Thus, the recording operation is performed over the support member 23 by using an unrecorded section 3.